

Amendments to the Claims:

1-20. canceled.

21. (currently amended): A **handheld cell phone** ~~portable apparatus~~ having a processor, memory, a wireless interface, one or more input devices including a 2D image sensor, and one or more output devices including a display screen, the **handheld cell phone** ~~apparatus~~ operative to make phone calls, send email, and display received video data, the **handheld cell phone** ~~apparatus~~ characterized by a watermark decoder operative to decode plural-bit watermark data steganographically embedded “in band” within content data received using the wireless interface and processed by said **handheld cell phone** ~~apparatus~~, the **handheld cell phone** ~~apparatus~~ further comprising software instructions in said memory causing said processor to establish a layered stack of protocols and a software interface through which a request to invoke watermark decoding functionality can be passed down from a higher layer to said watermark decoder, and through which results of watermark decoding can be returned up to said higher layer, the software interface serving to mask **or hide** implementation details of said watermark decoder from said higher layer, wherein said higher layer is operative to employ said decoded watermark data in connection with an application selected by a user.

22. (currently amended): The **handheld cell phone** ~~apparatus~~ of claim 21 wherein said higher layer is operative to render content to a user, the rendered content including the digital content from which the watermark was decoded, and auxiliary content obtained by reference to said decoded watermark data.

23. (currently amended): The **handheld cell phone** ~~apparatus~~ of claim 21 in which the watermark decoder is operative to decode watermark data from image data captured from the 2D image sensor.

24. (currently amended): The **handheld cell phone** ~~apparatus~~ of claim 21 in which the watermark decoder is operative to decode watermark data from audio data.

25. (currently amended): The **handheld cell phone** ~~apparatus~~ of claim 21 in which the watermark decoder is operative to decode watermark data from received video data.

26. (currently amended): The **handheld cell phone** ~~apparatus~~ of claim 21 in which said application comprises an email application.

27. (currently amended): The **handheld cell phone** ~~apparatus~~ of claim 21 in which said application comprises a phone application.